



REP HEADLINE# 6313376

\*\*\* UNAPPROVED REV #2 \*\*\*

TRF# 493464

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

\*\*CHANGES\*\*

SEP21/12 12.05

\*\*\* WFSB-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
40	A		1100P-1135P	30		\$1,200.00	9/24	9/24	1		MON	1
PROGRAM : 11P EYEWITNESS NEWS												
CON COM1: 11P EYEWITNESS NEWS												
SEP/12 93300.00												
											CONTRACT TOTAL	93300.00
											TOTAL SPOTS	77

MARKET TOTALS \$216,976
WFSB 43%
WTNH 31%
WVIT 12%
WTIC 13%
WCTX 0%
WCCT 1%
WHPX 0%
CABL 0%

ACCURATE SHARES

SVC- NSI
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

# CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<b>Contract / Revision</b> 493464 /		<b>Alt Order #</b> 06313376
<b>Product</b> PATRIOT MAJORITY USA		
<b>Contract Dates</b> 09/13/12 - 09/26/12		<b>Estimate #</b> 1770
<b>Advertiser</b> Patriot Majority USA		<b>Original Date / Revision</b> 09/21/12 / 09/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 84	<b>Product Code</b> 91
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/14/12	09/19/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$400.00			
2	WFSB	09/14/12	09/19/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$800.00			
3	WFSB	09/14/12	09/19/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$500.00			
4	WFSB	09/14/12	09/19/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$650.00			
5	WFSB	09/14/12	09/19/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				5	\$400.00			
6	WFSB	09/14/12	09/19/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				5	\$950.00			
7	WFSB	09/14/12	09/19/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$1,500.00			
8	WFSB	09/14/12	09/19/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$1,500.00			
9	WFSB	09/14/12	09/19/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$950.00			
10	WFSB	09/14/12	09/19/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$2,100.00			
11	WFSB	09/14/12	09/19/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u>		<u>Alt Order #</u>
493464 /		06313376
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/13/12 - 09/26/12	PATRIOT MAJORITY U	11770
<u>Advertiser</u>		<u>Original Date / Revision</u>
Patriot Majority USA		09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$950.00			
12	WFSB	09/14/12	09/19/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$1,200.00			
13	WFSB	09/14/12	09/19/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$600.00			
14	WFSB	09/14/12	09/19/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$1,200.00			
15	WFSB	09/14/12	09/19/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$400.00			
16	WFSB	09/16/12	09/16/12	Jets Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$6,500.00			
N 17	WFSB	09/14/12	09/19/12	Eyewitness News	11PM - 11:35PM		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-FSS				5	\$1,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WFSB	09/14/12-09/20/12	Eyewitness News	11PM - 11:35PM	MTuW--FSaSu	:30		\$1,200.00	NM		
	See MG 17.6											
	6	WFSB	09/24/12-09/24/12	Eyewitness News	11PM - 11:35PM	M-----	:30		\$1,200.00	NM		
	Ⓜ MG for 17.5 09/16											
18	WFSB	09/18/12	09/18/12	NCIS	8pm-9pm		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$7,500.00			
N 19	WFSB	09/18/12	09/18/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$7,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	09/17/12-09/23/12	NCIS: LA	9pm - 10pm	-Tu-----	:30		\$7,000.00	NM		
	See MG 19.2											
	2	WFSB	09/25/12-09/25/12	NCIS: LA	9pm - 10pm	-Tu-----	:30		\$7,000.00	NM		
	Ⓜ MG for 19.1 09/18											
20	WFSB	09/20/12	09/21/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$400.00			
21	WFSB	09/20/12	09/21/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$800.00			
22	WFSB	09/20/12	09/21/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$500.00			
23	WFSB	09/20/12	09/21/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$650.00			
24	WFSB	09/20/12	09/21/12	CBS Soaps	1230-2p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$450.00			

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<u>Contract / Revision</u> 493464 /		<u>Alt Order #</u> 06313376
<u>Contract Dates</u> 09/13/12 - 09/26/12	<u>Product</u> PATRIOT MAJORITY U	<u>Estimate #</u> 1770
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
25	WFSB	09/20/12	09/21/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$400.00			
26	WFSB	09/20/12	09/21/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$950.00			
27	WFSB	09/20/12	09/21/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$1,500.00			
28	WFSB	09/20/12	09/21/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$1,500.00			
29	WFSB	09/20/12	09/21/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$950.00			
30	WFSB	09/20/12	09/21/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$2,100.00			
31	WFSB	09/20/12	09/21/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$950.00			
32	WFSB	09/20/12	09/21/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$1,200.00			
33	WFSB	09/20/12	09/21/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$600.00			
34	WFSB	09/20/12	09/21/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$1,200.00			
35	WFSB	09/20/12	09/21/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$400.00			
36	WFSB	09/20/12	09/22/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TFS-				3	\$1,200.00			
37	WFSB	09/17/12	09/19/12	430A EYEWITNESS NEWS	430-5A		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				1	\$250.00			
38	WFSB	09/17/12	09/19/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				1	\$500.00			
Totals											77	\$93,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	77	\$93,300.00	\$79,305.00
<b>Totals</b>	<b>77</b>	<b>\$93,300.00</b>	<b>\$79,305.00</b>

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Contract / Revision	Alt Order #
493464 /	06313376

Contract Dates	Product	Estimate #
09/13/12 - 09/26/12	PATRIOT MAJORITY U	1770

Advertiser	Original Date / Revision
Patriot Majority USA	09/21/12 / 09/21/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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